

CANDY CORPORATION DOES BIG BUSINESS

Business of Fairmont Concern
Totals More Than \$200,-
000 Annually

When a candy concern does a business of more than \$200,000 annually, one might think that the proprietors had selected a location with an unusually sweet tooth.

This does not happen to be the case with the Fairmont Candy Corporation, for it is doubtful if the per capita consumption of sweetmeats in Marion County is any greater than at other points throughout West Virginia. If you ask those in charge of the concern why it has grown so rapidly and healthfully, they reply: "Hard work and the best quality of merchandise won us our success."

They live up to this motto and they have taken as their motto: "Quality, Service and Price."

The firm was founded in 1915. Since then it has grown until it has become one of the bigger establishments in Fairmont.

It has four salesmen on the road who travel as far as Richmond, Buchanan and New Martinsville. Fifty per cent of the goods, however, is delivered in and immediately around Fairmont.

This company began business in 1915 in a basement. Fifteen days after it started the present organization was formed. The business now is one of the biggest in Fairmont.

Notions are handled, as well as candy. The company makes a specialty of the Virginia chocolate and Wrigley's gums, but they handle nearly everything that the customer may call for.

D. B. Olfker, the president and manager, has been in the mercantile business for more than twenty years. He is a big booster for greater Fairmont, a member of several fraternal organizations and interested in all civic movements and clubs.

His oldest son, J. E. Olfker, although only 21 years old, is buyer for the concern and is manager of the sales department.

S. K. Olfker is the secretary-treasurer and has charge of all the bookkeeping.

STEAM BAKERY IS OWNED BY BROIDY

That the people of Fairmont are quick to appreciate real service is demonstrated by the case of the new steam bakery established here by Jacob Broidy, who came to this city from Akron, Ohio, last year.

Nor is this appreciation wholly one-sided. For Mr. Broidy is a man who appreciates.

Mr. Broidy has a modern sanitary baking establishment, equipped with the latest approved mixing and baking machinery. He employs skilled and careful workers and uses in the making of his food products only the purest of ingredients. The finest of breads, pastries, rolls, and pure yeast are among his specialties, though he produces from this shop from ten to a dozen varieties of bread at all times—a bread for every need, and a bread for every taste.

NEW SYSTEM BAKING CO. MAKES SUCCESS

It is only within the past decade or so that there was any sensible, drastic change in the method of baking. When the change did come, it was complete and thorough.

In line with the van of this movement is the New System Baking Co. of Fairmont. This firm has taken "Purity" as its watchword and lives up to this at all times.

Bread is cooked in the open in full view of the public. Every square inch of the bakery is spotlessly clean, and the most complete sanitary precautions are taken.

Not only is the customer guarded against foreign substances in his bread and cakes, but he is assured that the best of every material is used. No substitutes are allowed in the building. Only



HARNESS SHOP
LEATHER GOODS

Harness, Saddles, Whips, Single trees and Neck Yokes. First Class hand made work. Every thing for the horse. Men's Handmade, dog collars and chains, cobbler's tools, Manila Rope, Garden Tools.

George B. Thomas well known through this section in charge of harness work with

H. E. McELFRESH

218 Jackson St.

PHONE 346-B

fresh eggs and the finest country milk are used in the preparation of food sold by the New System Baking Co.

The company employs six people and does a wholesale as well as a retail business. It has equipment which permits it to bake bread, rolls, cakes and other delicacies, including the New System special bread.

M. E. Reynolds is the head of the concern. H. L. Yost bought into the company in March. Both are young men—progressive, and boosters of Fairmont.

GIORDANO BROS. CO. STEAMSHIP AGENCY

Local Concern Does Large
Foreign Money Order
Business Also

Keeping in touch with home has an appeal that rings true with all peoples and all races. The agency that serves to keep the man from home in touch with his people is one that serves not only the immediate client, but the whole community in a most valuable and most useful way.

Fairmont has an establishment that is highly valuable in this respect. It is that of the Giordano Brothers Co., steamship agents and handlers of foreign money orders.

The business was established eight years ago to fill a longfelt need by the foreign element of the city, which is no inconsiderable factor in the community's population. This company serves all foreign countries with money orders, for which foreigners, before the coming of this firm, had to depend on out-of-town agencies, many of which turned out to be unreliable.

During the career of Giordano Brothers Co. not a cent has been lost for any client in any money transmission and this is regarded as remarkable aspect of the business.

Steamship companies represented by Giordano Brothers include the American, White Star, Red Star, Grand Anchor, Anchor-Donaldson, Dominion, Consulich, Italian-American, Fabre, Leyland, American Black Sea, and Lamport and Holt Lines, and the Lloyd Sabando.

A branch office is maintained at Morgantown, under the general direction of L. G. Giordano, who supervises both offices. The direct management at Morgantown is in the hands of A. S. Giordano, assisted by Sam L. Nicholich, while the Central Europe office in both places is looked after by T. L. Nicholich.

Messrs. L. G. and A. F. Giordano, proprietors of this business enterprise, are natives of Italy. Both are members of the Chamber of Commerce and of the Business Men's Association. They are members of the Christopher Columbus Society and are among the most eminent and most popular of Italian-Americans in this section of the state. The Giordano brothers' establishment is truly a "helping hand."

FANUS & CO. HAVE ATTRACTIVE STORE

Jewelry Shop Carries Large
Stock of Products of
Standard Make

"The Hallmark Store" is a designation that means the very best quality, value and service. The phrase applied to jewelry generally, as has now become customary, has approximately the same meaning as the word "sterling" stamped on silver. It means rigid quality—first quality.

"The Hallmark Store" in Fairmont is that of Fanus & Co., successors to A. B. Scott & Co., which had been established since 1860. Mr. Fanus, formerly of Pennsylvania, acquired the business from Mr. Scott after having been identified with it for some years. Mr. Fanus consequently knows the store, its stock, the tastes of its trade, and is capable of performing the same excellent service as his predecessor gave for a half-century.

The store is an attractive one, having the finest of fixtures and the richest of jewelry, diamonds, precious stones and novelties so popular to the jewelry trade. A high grade line of watches also is carried. In this part of the stock are the standard products of leading manufacturers. A large and well chosen line of cut glass, sterling silver, gold and platinum goods, are featured. Among specialties are the famous Reed & Barton and the Community and Rogers' lines. Universal products also are carried. The windows are richly dressed and a very attractive showing is made by skillful hands. A valued specialty and one appreciated by all who hold accuracy a paramount virtue is the representation in stock of the Seth Thomas clocks.

B. H. Fanus, the present proprietor, has added much to the business during the three years he has owned it. He is progressive, public spirited and is a booster, being affiliated with the Chamber of Commerce and the Kiwanis club. He also is an Elk and a Mason. "To succeed," he says, "one must work hard, and serve well!"

MUMFORD SHOP ONE OF LARGEST HERE

Like the doctor, the plumber, when he is needed, is needed badly. It is almost always an emergency call, when he is sent for.

Charles E. Mumford, who runs one of the biggest shops of the kind in Fairmont, long ago recognized this. Hence his success and the wonderful business he has built up since he came to Fairmont from Maryland twenty-two years ago.

His motto is: "We aim to give you what you want, and give it to you when you want it." This slogan has been lived up to steadily, and, as a result, the Locust avenue shop is crowded with orders at all times.

Mr. Mumford keeps a large

force of men at work at all times. He makes a specialty of installing hot water and vapor heating apparatus. He also handles the Mueller convactor type of pipeless heaters, as well as a general line of electrical appliances. He keeps constantly a large stock of pumps and Primor vacuum cleaners and other needed material. His display of goods is exceptionally fine and attractive.

Mr. Mumford is known as one of Fairmont's most progressive citizens. He is a member of the Chamber of Commerce and the Business Men's Association. He is furthermore one of the most active members among Fairmont's Kiwanians.

RANDOLPH & CRAMER FEATURE SANITATION

First consideration is given to purity, wholesomeness and sanitation by the firm of Randolph and Cramer, proprietors and managers of the meat market at 309 Madison street, which enjoys a wide patronage.

The firm now conducting the business, composed of W. H. Randolph and Charles M. Cramer, began business about a year and a half ago, taking over the establishment of the Chicago Dairy, one of the oldest established business houses in town. Thoroughly modernizing the store and all equipment and business appointments and installing the most mod-

ern of business appliances, this firm set out at once to gain popular favor.

Mr. Randolph, native of Pittsburg, has been here for ten years and is well known and popular. He is a member of the Chamber of Commerce and the Business Men's Association, the Elks, Knights of the Maccabees, and other business, civic and fraternal circles.

Charles M. Cramer is a native of Chicago. He is a member of the Chamber of Commerce and the Business Men's Association, of the Elks and of the Knights of Columbus.

CHAS. J. CORBIN & SONS OLD CONCERN

Half a century is a longer time than statistics give as the average life of man. In this period, the face of the entire world has changed. Methods have been revolutionized. Every manner of doing business has been modified, dropped or reversed. In this time, the phonograph, the flying machine, the telephone and other now commonplace wonders, have been invented and perfected.

And yet, for a longer space of time than this, the firm of Chas. J. Corbin & Sons, wholesale grocers, has been in existence in Fairmont. The firm was founded in 1870 by Charles J. Corbin, who lived to see it grow beyond the bounds of his most sanguine belief.

When he died, full of years and

one of the best beloved men in Marion County, the business descended to his son, C. Walter Corbin, who is keeping alive the fine old traditions of the house.

The company is housed in a large, six-story building, where a large force of men is kept busy at all times. Twelve horse wagons are needed for deliveries, while the firm has three salesmen on the road.

Yes, canned goods are made a specialty of, although all of the standard stocks are handled.

C. Walter Corbin is a native of Fairmont and a town booster. He is one of the most progressive members of the Chamber of Commerce.

Finely powdered ivory, deposited in a solution of copper, is used to make "reconstructed" (or imitation) turquoises.

Electricity is used for making blue prints, and does the work as well as sun light.

GIFT AND ART SHOP IS POPULAR PLACE

Exclusive but not expensive, that is the motto of Fairmont's most attractive shopping place—The Gift & Art Shop—conducted by the Holt-Rowe Novelty Co., 232 Jefferson street, under H. H. Drug Co.

This shop established about a year ago fills a long felt want with the trade. Miss Pauline Jamison, who is in charge is ever ready to offer suggestions and helpful hints for gifts, decorations, novelties, etc. In addition the shop is headquarters for favors and stationery, including a very exclusive and extensive line of tally cards, place cards, dance programs, party favors, toys, etc. Engraved visiting cards, wedding invitations, monogrammed stationery, etc., are also carried in profusion.

The concern also carried a full line of the latest fiction, classical literature, etc.

Clyde S. Holt, president of the company, is one of Fairmont's progressive citizens. He was born and reared in Fairmont and was postmaster for several years. He is also president of The H. H. Drug Co., the most popular drug store in the city.

A. M. Rowe, secretary and active in the management has been associated with Mr. Holt for approximately two years. Mr. Rowe was connected with the Consolidation Coal Co. for a number of years, after which he acted as secretary to M. M. Neely, former congressman.

Both Mr. Holt and Mr. Rowe are believers in a Greater Fairmont. They are progressive, public spirited and men of vision. They believe in co-operation and are always ready and willing to give of their time and means in support of any cause designed to build up the city and promote the moral and material welfare of its citizens.

FAIRMONT TOOL CO.

FAIRMONT, WEST VIRGINIA

Mine Car Hitchings Our Specialty

BIT STEEL, FINISHED BITS, PUNCHER PICKS,
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AND SCRAPERS AND ALL OTHER
MINERS TOOLS.

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and Distributors For

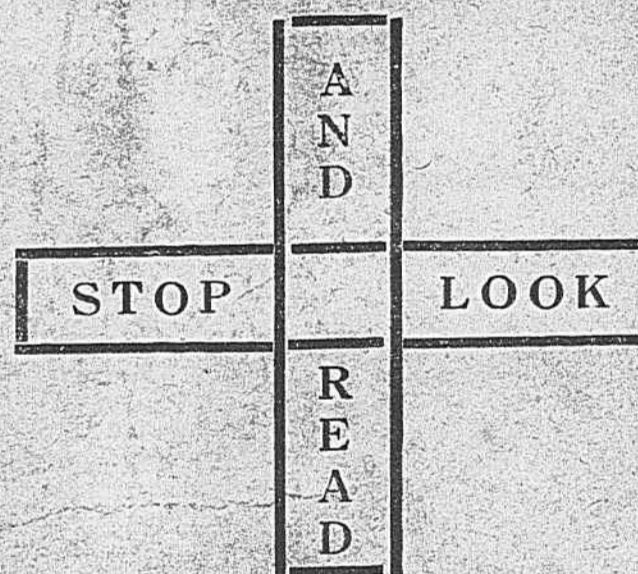
Teddy
Table
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"Goodness Knows Its Good"

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All our Policies are written on the best old-line Companies in the world—In addition to Life, Accident and Automobile Insurance we write General Casualty Insurance. Let us tell you why you should be insured.

**THE
KELLY - LAUGHLIN
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For a Greater Fairmont

**Owens Bottle
Company**

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Toledo, Ohio

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Charleston, W. Va.

Fairmont, W. Va.
Glassboro, N. J.